

lisa rovira

CREATIVE DIRECTOR

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www.lisarovira.com

EXPERIENCE

- Razorfish**
 - Creative Director**
Los Angeles, CA; October 2022-Present
Hands-on Creative Director for Samsung mobile phones and home appliances digital marketing, from concept to execution. Lead, manage, and mentor a team of 10 designers and copywriters through creative development. Work closely with UX, GCDs, Strategists, Developers, Project Managers, and Account Directors to launch successful web, social, and email campaigns. Played a key role in the creation of creative campaigns for the past six Samsung flagship mobile device launches.
 - Associate Creative Director**
November 2019 - September 2022
 - Senior Art Director**
August 2018 - November 2019

Tool of North America **Lead Designer**

Santa Monica, CA; March 2017-July 2018
Designed high-profile pitch materials for live action commercials, interactive user experiences, and digital executions. Led design efforts for internal marketing and social media presence across all platforms. Updated and maintained internal website, created email newsletters, and designed event invitations.

eHarmony.com **Senior Designer**

Los Angeles, CA; August 2013-February 2017
Design and coding for eHarmony's marketing campaigns. Design work included banner ads, emails, landing pages, UX, infographics, print collateral, key art, social media campaigns, and branded internal presentations. Provided art direction on numerous photoshoots.

SapientNitro **Digital Designer**

Miami, FL; August 2011-July 2013
Lead designer for Fiat USA, including interactive experiences for Fiat Abarth and Fiat 500e. Created banner ad campaigns, social media artwork, and website design. Designed branded company and client presentations and pitch materials.

Knight Center for International Media **Multimedia Designer**

Coral Gables, FL; May 2009-July 2011
Design for online and print media, including the redesign of OneWater.org, the Knight Center website, and print booklets. Worked closely with documentary filmmakers on key art and landing page design.

EDUCATION

University of Miami
Bachelor of Science in Communication
Majors in Visual Journalism & Graphic Design
Summa Cum Laude
2007-2011

SKILLS

Software

Adobe Photoshop, Illustrator, InDesign, XD, Figma, Sketch, Lightroom, After Effects, Premiere, Keynote, Google Slides, Microsoft Office

Code + Content Management

HTML/CSS, Wordpress, Squarespace

CLIENTS

Samsung, Overbrook Entertainment, Forbes, eHarmony, Google, Chrysler, Dodge, FIAT, Jeep, Ram, Tinder, Mend, Postmates, Microsoft, Boys & Girls Clubs of America, Hampton Inn, Capital One, Regions Bank, Travelers Insurance, JCPenney, AARP, TIAA

AWARDS & HONORS

W3 and Telly Awards, Gold and Bronze

Advertising award for design work on the FIAT Eco-Sexy campaign for the FIAT 500e electric vehicle with SapientNitro.

Creativity International Media Award, Gold

Advertising award for design work on the FIAT Abarth Takeover campaign with SapientNitro.